

“I need a job”

Start thinking like the
person who is going to
hire you!

Check out these ways,
from the employers
perspective, to get
hired

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Quick Tips

❖ “The person who gets hires is not necessarily the one who can do the job best, but rather the one who know most about how to get hired.”

❖ 7 Keys to marketing yourself

1. Determine your employer target market
2. Understand the employers needs AND how you meet those needs
3. Develop a clear, concise, compelling, and friendly presentation
4. Get an appointment with the employer
5. Make the presentation to the employer
6. Close the sale
7. Deliver on your promises (like Jesus!)

❖ Clearly state why you are the best candidate job

❖ Don't just match yourself to job skills; match your personality, company image, goals, and dependability

❖ Stop talking and start doing

❖ Can't get an interview?

- Are you over or under qualified?
- Review your quantified selling points
- Scrutinize your appearance and contrast it with the company image
- Listen to yourself speak
- Review your strengths and personality tests
- Remember that 20-50 hidden jobs and 5-10 open jobs became available every week

❖ Struggling to get hired?

- Walk through your entire interview process
- Do a mock interview
- Assess your knowledge of the companies that you are applying to
- Are you over or under qualified?
- Quantify your selling points
- Scrutinize your appearance
- Review your thank you note, phone call, next step, etc.

1. Determine your target market

Skills + interests = place of work

Find where YOU will be happy

2. Understand the employers needs

The employer's needs fit **5** categories:

- 1. Ability**
- 2. Attitude**
- 3. Motivation**
- 4. Image**
- 5. Dependability**

One supervisor may not care if your late to work, as long as you get your work done on time. Another may want strict adherence to a 9 a.m. to 5 p.m. protocol; it is YOUR job to abide by their instruction. Don't like their instruction? Become them. Be. The. Change.

Ability (Job Skills)

- Those who bring skills, education, or experience bring results with less training
- Ability is weighed against: dependability, attitude, and motivation
- **Prove** "ability" by asking yourself about: Your work history, education, skills, selling points (using numbers), demonstrating ability, showing awards for outstanding work in the craft, skill test scores, or through volunteer projects

Attitude (Personality)

- Those with good attitude contribute to a better work environment, are easier to supervise, are more willing to learn, and go the extra-mile
- Healthy work environments increase productivity and contribute to better customer service
- **Prove** "attitude" by asking yourself: "Do others want to work with me?" if yes...
 - Do I hold myself in a comfortable, approachable manner, smiling naturally and make eye contact?
 - Do I speak confidently, but pleasant and humbly?

- Do I demonstrate humor appropriately?
- Do I speak negatively about past employers, co-workers, companies, or products?
- Do I show willingness to learn?
- Do I ask good questions?
- Do I have good references that can vouch for me?
- Do I demonstrate care?

Image (Presentation & Appearance)

- Public perception of the company is largely dependent on customer service (that's why it's important!)
- Ensure you consider both verbal and non-verbal communication
- **Prove** "image" by asking: "Do I represent the company image?"
 - Know and be able to share the companies goals and attitudes
 - Research the company before hand to understand the foundation of it
 - Demonstrate industry vocabulary and knowledge
 - Style your clothing, hair, etc. similar to the employees
 - Look around the office and find similar interests
 - Your network (Insta/FB/X/LinkedIn/Etc.) and references will show your public image
 - Understand the importance of loyalty by using/promoting the product
 - Show interest in extra-curricular office activity

Motivation (Goals)

- Match your personal motivations and goals to a company's goals who are the same
- **Prove** "motivation" by asking: "Will my goals benefit the company?"
 - Profit is a companies #1 goal; know how you affect it, show how you help them save it
 - Demonstrate the ability to learn your supervisors priorities first and do them first
 - Research the company's goals and values; show that yours are similar
 - Understand how your professional growth benefits the company

- Understand how the companies growth and success affects you
- Show a strong, true, desire for the company and position
- Take action to improve your skills and gain experience or knowledge
- Commit yourself to it for at least 3 years
- Maintain and positive and professional network
- Ask perceptive questions during the interview (i.e. what is the best part about your/the)
- Share examples about when you self-started/initiated/"took it upon yourself to..."

Dependability (Trustworthiness)

- Dependability is a top priority for jobs like assembly line work, security, being a waiter, accounting, etc. because it takes one person to start before another can take the next step
- Trustworthiness is especially important when applying to jobs with access to money, merchandise, valuable information, etc.

- **Prove** "dependability" by asking: "Do I say what I do AND do what I say?"

- **Integrity** first, always
- Show demonstrated consistency
- Don't talk negatively of past employers or co-workers
- Actively volunteer
- Demonstrate desire to work for a company by knowing and expressing the company goals and opportunities
- Show examples of loyalty by speaking positively of past employment
- Demonstrate trustworthiness through experiences and values
- Show up early or stay late
- Have and maintain reliable transport (even if it's your Chevro-legs)
- Take less sick days
- Call early when running late or needing to reschedule
- Show emotional stability through calm and happy demeanor
- Do not discuss personal issues
- Reside in the same area for extend periods of time

- Have good credit and motor vehicle record
- Appear in good physical health
- Have and be prepared to communicate plans made to ease employer objections
- Show your past history of doing multiple tasks at once. (i.e. working while going to school, being a parent, mentor, and coach)
- Express eagerness to get back to work, not just for the money
- Maintain **integrity**

3. Present yourself well

There are **4** options for presentation to the employer. They are:

1. Written Presentation
2. Verbal Presentation
3. Non-verbal Presentation
4. Outside Presentation

Written Presentation

i.e. employment application, resume, cover letter, proposal letters, thank you notes, work samples, letters of reference, brief introduction letters, etc.

Verbal Presentation

i.e. telephone calls, answers to interview questions, sense of humor, language skills, etc.

Non-verbal Presentation

i.e. appearance, posture, facial expressions, **shaking hands**, etc.

Outside Presentation

1. List names of connections you have in the field/job/career/industry
2. Identify who lives nearby, is well-respected in the industry, or has been in it for 3+ years
3. Narrow list by taking off those who you haven't talked to in the last year
4. Choose the most impressive individual and ask them to be a reference for you

4. Get an appointment with the employer

Ask: “Who is the Hiring Manager/Department Head/etc.”

- Human Resources (HR) chooses who **NOT** to hire
- Address all correspondence to the manager/department head/etc.

Telephone Calls

Good for:

- Large amount of exposure, in a short amount of time
- If you speak English well
- Have a good “phone voice” and have practiced your speech
- You have “red flags” on your application and want to delay it
- If you don’t typically make a good in-person first impression
- If the position you are applying to requires phone work

Employment Application

Good for:

- If you do not have “red flags” on your application
- Have and maintain applicable skills
- Use numbers in your selling points
- Have a strong work history
- Dress for success and are confident (dropping off in-person)
- If you do not speak English well

Skills Resume

Good for:

- Building your self-esteem
- Have “red flags” but can be minimized
- Meet specific qualifications
- Have skills but little to no history
- Are trying to transfer applicable skills from one field to another

Chronological Resume

Good for:

- Have recent history in the field
- Worked for respected companies in the industry
- Have long blocks of employment
- Have held coveted positions in the field

Walk-in Interview

Good for:

- When assertiveness is a required skill for the job
- Articulate well
- Make good first impressions
- Want to avoid application due to “red flags”
- Speak limited English

Make an Introduction

Good for:

- If you have been introduced to them by someone else
- Make good first impressions
- Articulate well
- Have good professional contacts

Proposal Letters

Good for:

- Taking a non-traditional approach; standing out
- Design your own work, set your own “price”
- If you have disabilities and need special help
- Have special needs i.e. special hours, work from home, etc.)
- If your barriers make you hard to compete in the job market
- If you have a lot of “red flags”

Proof

Have and maintain, up-to-date, proof of your work and experiences. This should be concrete, credible, and able to be brought with you to the interview.

5. Make the presentation

Your presentation, regardless of method, should be smooth, natural, and emphasize how your fulfill the **employers** needs

- Interviews are dialogues; don't just answer their questions!

6. Close the sale

Follow this 7 step process:

1. Express your desire to work for the company, knowing more now than your past
2. Clearly re-state how you meet the employers needs
3. Avoid discussion about pay until the end
4. Figure out the next step in the process
5. Follow up with a thank you note and any additional information you said you would send them while in the interview
6. Call them 2-3 days after the interview
7. Keep searching until you are hired!

7. Deliver on your promises (like Jesus!)

It is better to say that your are going to be 1-hour late and show up in 45 minutes, than to say you are going to be there in 30 minutes and show up in 45 minutes.

There are 2 "Career Killers":

1. Broken Promises
2. Unmet Expectations

- Work for advancement, not money
- To not get caught in the “career killers”:
 1. Perform duties excellently
 2. Represent the company image well
 3. Network to find professional mentors and make contacts
 4. Perform, without overstepping, the roles and responsibilities of the position you want
 5. Exchange in abundance
 6. Do more, making it “part of the job”
 7. Build your “work credits”
- Earn by exceeding expectations; 1.) when it meets an employer’s need 2.) the employer is aware of it and 3.) it is perceived as a normal occurrence

“ The only barriers that can not be solved are those which
you do not take the time to address”